



THE CITY OF SAN DIEGO

City Heights Redevelopment Project Area FACT SHEET

The City Heights Redevelopment Project Area includes portions of the City Heights, Normal Heights, and Kensington-Talmadge planning areas – encompassing a total of 1,984 acres. Redevelopment projects reflect the goals of removing blight and improving education, transportation, affordable housing, retail and office space, as well as community beautification.

The completed and planned development in the redevelopment project area affords a variety of professional and personal opportunities. Redevelopment builds on several established commercial districts; multi- and single-family housing, improved recreation and education facilities to attract homebuyers and four major freeways with an extensive public transit system to facilitate access to the area.

City Heights Development Objectives:

- Commercial and mixed-use projects
- Affordable single- and multiple-family housing
- Rehabilitation and home buyer assistance
- Youth recreation and service centers
- Transportation facilities
- Living wage job creation
- Improved educational facilities

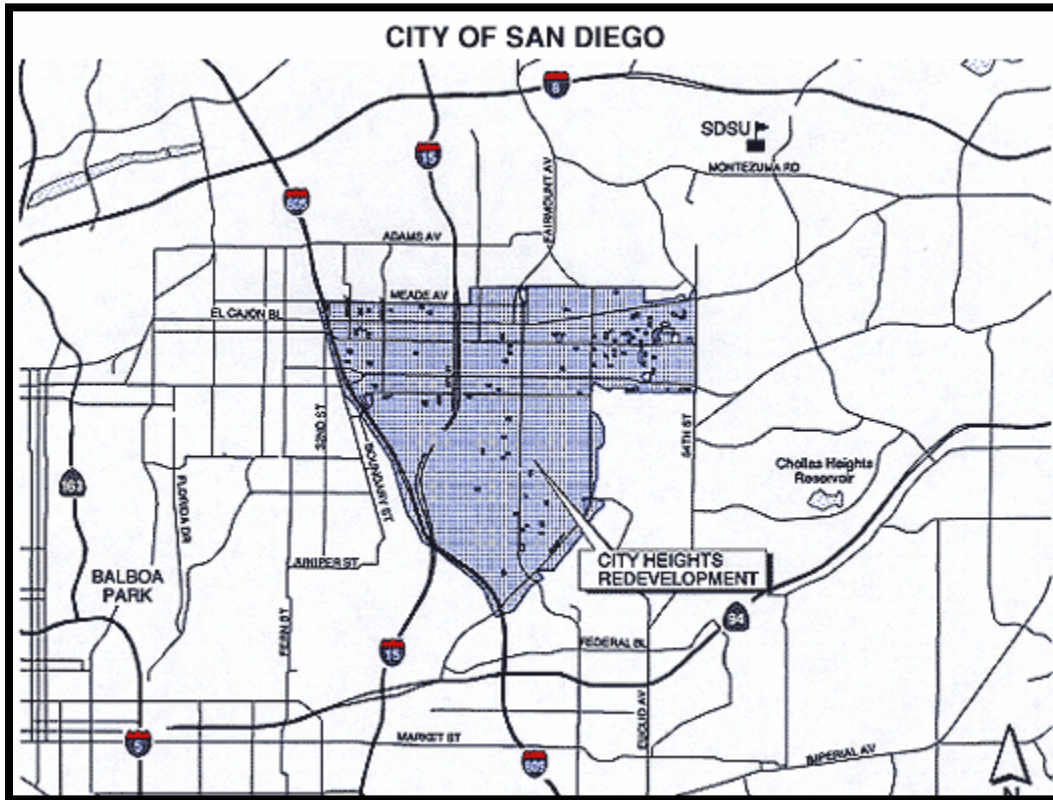
The City Heights Redevelopment Project Area benefits from a number of City redevelopment incentives, including:

- Site assembly
- Fee reductions
- Permitting assistance
- Off-site improvements
- Housing programs
- Commercial façade rebates
- Agency land write-downs
- Low-cost financing incentives

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The San Diego Redevelopment Agency works in constructive collaboration with project area committees, local planning committees and other established community organizations and holds a successful track record of guiding projects through review and approval. The City Heights community and the Redevelopment Agency have received numerous awards for innovative planning, smart growth design and community revitalization.



The City Heights Redevelopment Project Area is bounded by Euclid Avenue and 54th Street on the east, Meade and Monroe Avenues on the north, Home Avenue on the south, and Interstate 805 on the west.

Ongoing and Future Projects

New and Expanded Schools: Due to the very high youth population density in the area, the City Heights Redevelopment Project Area will soon see four new elementary schools, as well as the expansion of Edison Elementary School, which is scheduled to be completed in 2006. The combined cost is projected to exceed **\$200 million**.

The planning and design of the four new schools are based on the success of the Rosa Parks Elementary and Monroe Clark Middle schools, and is being carried out in collaboration with local community organizations and the City of San Diego. The new Cherokee Point and Herbert Ybarra Elementary Schools were completed and opened in September 2005. The Mary Fay and Florence Griffith Joyner Elementary Schools are scheduled to open in 2007.

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Talmadge Senior Village: This project includes 91 low-income rental units for seniors, recreation space, retail commercial space and underground parking. Construction for this **\$17.9 million** project is underway. Talmadge Senior Village will open in fall 2006.

Auburn Park Apartments: This project includes 69 family units for very-low income families as well as extensive park and open space improvements. This project was granted tax credits in July 2005. Construction of the **\$20.5 million** project started in early 2006.

City Heights Square Project: This master plan redevelopment project, which is comprised of four distinct but complementary components, will bring much needed resources to the community of City Heights. Combined, the developments represent an investment of more than **\$71 million** to further revitalize this urban core neighborhood. The redevelopment projects are also considered a complementary phase of the award-winning City Heights Urban Village. Project elements include:

- **City Heights Square Senior Housing** – The project consists of 151 senior units with a comprehensive support program for very low and extremely low income residents. The project received tax credits in July, 2005 and began construction in early 2006.
- **City Heights Square Pocket Park** – The Redevelopment Agency is funding land acquisition and improvements for a pocket park in the City Heights Square block.
- **City Heights Square Office/Retail Building** – The project DDA was approved in June 2005 for a four-story office and retail development in partnership with San Diego Revitalization Corporation. Land acquisition is underway.
- **City Heights Square La Maestra Center** – The project includes a new three-story building with underground parking to house the La Maestra Family Clinic, social services programs and private commercial uses. Construction is planned for late 2006.

Central Avenue Mini Park: The Redevelopment Agency is assisting in acquisition of an excess CalTrans parcel adjacent to State Route 15 for a new community park.

Euclid/University Historic Restoration: The Agency is currently working with the owners of both the Silverado Ballroom and the Euclid Tower to restore and improve these historic architectural landmarks. Separate improvement projects are planned for 2007.

Pilot Village: In 2004 the City of San Diego designated the northwest and northeast corner of the intersection of El Cajon Boulevard and the State Route 15 freeway as special focus Pilot Villages. The Agency is currently planning major mixed-use development projects for these key locations.

City Heights Projects/Programs

City Heights Urban Village: A master planned eight-block area in the center of City Heights that is being redeveloped through the combined efforts of numerous public and private entities.

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The City Heights Urban Village project has earned multiple awards and national attention as a model for comprehensive urban revitalization and development. Public and private partners have invested approximately **\$137 million**. Projects within the Urban Village include:

- Mid-City Police Substation
- Mid-City Community Gymnasium
- New Rosa Parks Elementary School
- Weingart City Heights Library/Performing Arts Annex
- City Heights Retail Center
- Mid-City Continuing Education Center
- Head Start Day Care Center
- Recreation Center and public swimming pool
- Six-story office building and 116 new housing units

Home in the Heights Homebuyer Program: A partnership between the Redevelopment Agency and Community Housing Works (CHW) created an innovative first-time homebuyer low-interest home loan program. With a **\$1.75 million** cumulative budget funded by the affordable housing set-aside funds from tax increment, the program offers City Heights' families earning up to 100 percent of Area Medium Income an opportunity to obtain a silent-second mortgage \$30,000 loan. The Home in the Heights loan can then be partnered with San Diego Housing Commission funds (up to \$40,000) or with funding available from Price Charities (up to \$30,000) to combine with conventional loan programs. This program was recently expanded to include public employees and all residents of the City Heights Community Planning Area.

Housing Rehabilitation Assistance Program: The program is designed to provide loans for interior and exterior home improvements to owner-occupants of the City Heights Redevelopment Project Area, whose gross household income is no greater than 100% Area Median Income. The maximum loan amount for interior repairs is \$15,000, forgiven incrementally over a 10-year period. The maximum loan amount for exterior repairs is \$10,000, forgiven over a 5-year period. The Redevelopment Agency has authorized the expenditure of approximately **\$1.8 million** to the program, which is managed by the San Diego Housing Commission.

Dede Alpert Community Center: This facility, sponsored by the San Diego State University Foundation, houses a number of local school and neighborhood serving programs, including a mentoring program for local school teachers, students and residents, a resident computer learning lab, counseling and training programs for local at-risk youth, as well as the offices of the City Heights Community Development Corporation. Recent additions to the center include the renovation of the commercial building next door for use as a local community services office space and a multi-story parking structure.

State Route 15 Improvements: The California Department of Transportation (CalTrans) has worked extensively with the City of San Diego, local schools, Metropolitan Transit District and local community organizations to design and install a depressed freeway with vast architectural enhancements and community amenities. The recently completed project cost more than **\$150 million**.

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The project features three new community parks as well as public transit plazas, enhanced landscape and extensive streetscape enhancements. Excess land from the freeway construction is now owned by the City and is being used for redevelopment projects. Substantial enhancements to the University Avenue and El Cajon Boulevard bridge decks have recently been completed. Additional park, bicycle paths and streetscape improvements adjacent to the freeway have been funded and are currently in design.

Streetscape Improvements: Within the past six years, the City of San Diego has completed more than **\$3 million** worth of streetscape improvements in the City Heights Redevelopment Project Area. Recently completed projects are located on University Avenue between the I-805 freeway and Wilson Avenue, between 50th and 54th streets and on El Cajon Boulevard between Central Avenue and 43rd Street. Euclid Avenue streetscape improvements north of Home Avenue are currently in construction. Additional public art and park improvements for Azalea Park and street improvements adjacent to the new Murphy's Supermercado project are funded and in design.

Water and Sewer Group Jobs: The City of San Diego Water and Wastewater departments have replaced numerous old and failing sewer and water lines in the City Heights community for a total cost of **\$5.75 million**. These improvements are ongoing.

Regional Transportation Center (RTC): The RTC sells, services and provides multiple alternative fuels for various types of alternative fuel vehicles. It also includes a nonprofit education center with theater and interactive exhibits to accommodate middle and high school field trips during the day, and adult vocational education classes in alternative technology automotive repair at night. Opened in Fall 2003, the project cost **\$12.5 million**, and was financed by the Redevelopment Agency, HUD, the Department of Energy, Ford Foundation and other private funds.

Metro Center Redevelopment Project: The Metro Career Center and Metro Villas: This **\$47 million** mixed-use community development project incorporates office and retail space, a community meeting room, computer center, and a daycare center sited in an 81,500-square-foot building. The building has been custom-designed for its primary tenant, the San Diego Workforce Partnership, which offers job training and placement programs. The affordable housing element, known as the Metro Villas, consists of 120 units of affordable housing for very low-income families. The two facilities share a 490 vehicle parking structure. The Metro Career Center opened in February 2004 and the Metro Villas opened in August 2004.

Resources/Documents

- City Heights Redevelopment Project Five-Year Implementation Plan
- Mid-City Communities Plan
- City Heights Revitalization Action Plan
- Central Urbanized Planned District Ordinance

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<u>Advisory Committee:</u> City Heights Redevelopment Project Area Committee (PAC) Meetings: The PAC meets on the second Monday of every month at 6 p.m. Location: Metro Career Center Office Building Conference Room 3910 University Avenue. San Diego, CA	<u>Project Contacts:</u> Bob Kennedy Project Manager Tel: (619) 533-4276 E-mail: RHKennedy@sandiego.gov Jim LoBue Redevelopment Coordinator Tel: (619) 533-5263 E-mail: JLoBue@sandiego.gov Kimberly Gerhard Assistant Project Manager Tel: (619) 533-5369 E-mail: KGerhard@sandiego.gov Sam Johnson Assistant Project Manager Tel: (619) 533-5425 E-mail: SamJohnson@sandiego.gov
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For more information about the City Heights Redevelopment Project Area, please visit the project area Web site at **www.sandiego.gov/redevelopment-agency/cityhts.shtml**.

For more information about the City of San Diego Redevelopment Agency, please contact the **City Planning and Community Investment Department** at **(619) 533-4233**. Extensive information on redevelopment activities in the City of San Diego is also available on the City's Web site at **www.sandiego.gov/redevelopment-agency**.

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The City of San Diego Redevelopment Agency eliminates blight from designated areas, as well as achieves the goals of development, reconstruction and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment is one of the most effective ways to breathe new life into deteriorated areas plagued by social, physical, environmental or economic conditions that act as a barrier to new investment by private enterprise. **The City of San Diego Redevelopment Agency consists of three divisions:** the City Redevelopment Division (which provides overall agency management and is housed in the City of San Diego's City Planning and Community Investment Department), the Centre City Development Corporation and the Southeastern Economic Development Corporation.

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